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Contract

Experiential Services

Northern Trains Limited

F06: Contract award notice – utilities

Notice identifier: 2025/S 000-046758

Procurement identifier (OCID): ocids-h6vhtk-04c1d7

Published 7 August 2025, 10:05am

Section I: Contracting entity

I.1) Name and addresses

Northern Trains Limited

George Stephenson House, Toft Green

York

YO1 6JT

Email

Holly.Peters@northernrailway.co.uk

Telephone

+44 929708826

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<http://www.northernrailway.co.uk>

I.6) Main activity

Railway services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Experiential Services

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Northern Trains Limited (Northern) are looking for an agency partner to deliver experiential activations on our behalf. Experiential activations will need to be true to the Northern brand, authentic and relevant to our consumer.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £720,000

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

Northern Trains Limited (NTL) conducted this procurement using the negotiated procedure in accordance with regulation 47 of the Utilities Contracts Regulations 2016. Following the ITN Stage, NTL now enters into one contract with the successful Tenderer for an initial period of two (2) years with extension options for a further period of up to two (2) years that are to be taken in up to one (1) year periods for a maximum potential period of four (4) years.

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated procedure with prior call for competition

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-038918](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

6 August 2025

V.2.2) Information about tenders

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Fresh Approach (UK) Limited

Manchester

M2 6LW

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

05210250

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £720,000

Total value of the contract/lot: £720,000

Section VI. Complementary information

VI.3) Additional information

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=967928928> GO

Reference: GO-202587-PRO-31755866

VI.4) Procedures for review

VI.4.1) Review body

Northern Trains Limited

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York

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Country

United Kingdom